

File copy  
1/21/57

# fashion calendar

january						
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NEW YORK 21, N. Y.

TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 18, 1957</u>			
Friday Jan. 18 10:00 A.M.	PRESS PREVIEW OF MATERNITY FASHIONS Gimbels will preview their new collection of maternity fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BRIDAL SALON
Friday Jan. 18 11:30 A.M.	PRESS PREVIEW OF SPRING SHOE FASHIONS Saks will preview their Spring shoe fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
<u>WEEK BEGINNING MONDAY, JANUARY 21, 1957</u>			
Monday Jan. 21 11:00 A.M.- 7:00 P.M.	"GOLDEN YEARS OF AMERICAN DRAWINGS" An exhibition of 175 drawings by American artists during the past 50 years. By invitation only. Open to public Jan. 22 - March 17. Publicity: Evelyn M. Clark, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY MAIN FLOOR
Monday Jan. 21 12:15 P.M.; 6:00 P.M.	SPRING COTTONS BY KAY WINDSOR "My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publ: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR
Monday Jan. 21 12:30 P.M. Luncheon	RESORT FASHIONS BY LUIS ESTEVEZ Resort fashions by Luis Estevez, available at the "Miss Bergdorf" Shop. Press by invitation. Public by reservation: PL. 5-1000. Grenelle contact: LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR GRAND BALLROOM
Monday Jan. 21 2:30 P.M.	PREVIEW OF SUMMER SEPARATES COLLECTION Haymaker's preview of Summer separates for press and resident buyers. By invitation. Continuous thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Jan. 21 3:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Seymour Jacobson will preview their Summer dress collection to press and resident buyers. By invitation. <u>Daily trade showings at 12:00 Noon from Tues., Feb. 5.</u> Contact: George Zukor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Jan. 21	OPENING OF SUMMER DRESS COLLECTION Ric McClintock will present his Summer cocktail dress collection at continuous showings. Press and resident buyers by invitation. Contact: Lew Lessick, BR. 9-2680. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 21	SHOWING OF HANDKNITS AND COORDINATES Lee's cotton-wool coordinates and Fanchi's handknits; hats by Daffy-Domer, William Hawes, Gobbi, Betty Austin. Contact: Ellen Lockwood, WI. 7-6122.	LEE FASHIONS; FANCHI OF BEVERLY HILLS	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Tuesday Jan. 22 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Best's will preview their Spring bridal fashions to the press. By invitation. Publicity: Helen Latham, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
Tuesday Jan. 22 4:00 P.M. Tea or Cocktails	RESORT FASHIONS AT AFTERNOON SHOW Richard Cole's Resort fashions, available at Lord & Taylor, at Tuesday "Tea and Cocktail Time" shows. Public by reservation, contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM

OPENING OF SPRING COLLECTIONS IN LONDON, FLORENCE AND PARIS

Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON <u>Jan. 22:</u> Norman Hartnell, Michael Sherard, Digby Morton, Michael. <u>Jan. 23:</u> Lachasse, Ronald Paterson, Victor Stiebel, Hardy Amies. <u>Jan. 24:</u> Charles Creed, Mattli, John Cavanagh, Worth. Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 22- Jan. 25	OPENING OF FLORENCE COUTURE COLLECTIONS <u>Jan. 22:</u> Millinery Show; Avagolf, Valditevere, Mammini, Giara D'Arno, Vito, Myricae, Glans; Mirsa, Avolio, Bertoli, Marucelli Sport. <u>Jan. 23:</u> Marucelli, Antonelli, Schuberth. <u>Jan. 24:</u> Guidi, Veneziani, Emilio. <u>Jan. 25:</u> Giuliano, Zoen, Sarli, Centinaro, Gregoriana. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS <u>Jan. 28:</u> Jean Patou, Claude Riviere, Jacques Heim, Mad Carpentier, Vera Borea, Revillon, Raphael. <u>Jan. 29:</u> Balmain, Carven, Lola Prusac, Nina Ricci, Irene Dana, Madeleine de Rauch, Maggy Rouff. <u>Jan. 30:</u> Jacques Fath, Jean Desses, A.C.P., Lanvin (Castillo), Gres Bruyere. <u>Jan. 31:</u> Christian Dior, Jacques Griffe, Jeanne Fardeau, Germaine Lecomte, Hermes, Renee Lise. <u>Feb. 1:</u> Anny Blatt, Guy Laroche, Jacqueline Godard, Michele Lambert, Catherine Sauve, Doeuillet-Doucet. <u>Feb. 2:</u> Charles Montaigne, Ardanse. <u>Feb. 4:</u> Bernard Sagardoy, Geo. Bilman. <u>Feb. 5:</u> Helen Hubert. <u>Feb. 6:</u> Maurice Roger, Georgette Renal. <u>Feb. 7:</u> France Pieri, Raymonde Coste. <u>Feb. 8:</u> Valentine Bourgade. <u>Feb. 11:</u> Irmone. <u>Feb. 12:</u> Amy Linker. <u>Feb. 13:</u> Line Carmine. <u>Feb. 14:</u> Regine Lutece. <u>Feb. 28:</u> Madeleine Vramant. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Wednesday Jan. 23 10:00 A.M. Breakfast	PRESS PREVIEW OF MID-WINTER FURNITURE Preview for newspaper press; for magazines, Thurs., Jan. 24 at 9:30 A.M., 9th Floor, Furniture Dept. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 23 4:00 P.M. Tea	PRESS PREVIEW OF SPRING LINGERIE "Spring Fete"--preview of Vanity Fair's Spring lingerie collection. By invitation only. Publicity: Dorothy Tivis, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE (AT 51 ST) - 6TH FL.
Wednesday Jan. 23 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW FLOORING "The New Floors of the Century"--William Gold will introduce a new concept in flooring. By invitation only. Contact: Ted Materna Assoc., GR. 7-8862.	WILLIAM GOLD, INC.	19 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Thursday Jan. 24 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Miss Helen Landon, the 1957 Maid of Cotton, and her washable cotton wardrobe at the 30th Annual Convention of the Ass'n of American Soap & Glycerine Producers. Showing at 4:30 P.M. Contact: Ruth Goldberg, Soap Ass'n, MU. 6-3663; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 24 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Preview of Abe Schrader's Summer dress collection. By invitation. <u>Daily at 11:30 A.M. from Tues., Feb. 5.</u> Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Sunday Jan. 27 8:00 P.M. Dinner	SECOND ANNUAL "FIRST NIGHT BALL" Second Annual "First Night Ball" for benefit of the American Theatre Wing, with a 90-minute musical cavalcade "Salute to the President". Producer: Arthur Schwartz. Director and choreographer: Helen Tamiris. Sets: Stewart Chaney. Costumes: Alvin Colt. Tickets: \$50.00, contact: The Weber Co., 147 E. 62nd St., TE. 8-5530. Publicity: Michael Sean O'Shea, 681 Fifth Ave., PL. 5-9487.	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 28 5:30 P.M.- 10:00 P.M. Buffet	FASHION SHOW TO BENEFIT HUNGARIANS Furs, dresses and accessories by Gunther Jaeckel; shoes--David Evins; jewels--Trifari; make up--John Robert Powers. Guest of honor: Msgr. Bela Varga. Tickets: \$6.00. Contact: Martha Palmer, 159 E. 55, PL. 1-2981.	FIRST AID FOR HUNGARY, INC.	HOTEL PLAZA GRAND BALLROOM
Tuesday Jan. 29 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION Gimbels will preview their Spring shoe collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR SHOE SALON
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual "March of Dimes" fashion show presented for benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday Jan. 29	OPENING OF SUMMER COLLECTION Informal daily showings of Summer sportswear, separates and casual dresses. Contact: BR. 9-2581. Publ.: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 30 9:30 A.M. Breakfast	PRESS PREVIEW OF PATTERN FASHIONS Preview of Spring fashions made in Advance and McCall Patterns. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 30 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING SHOE COLLECTION Best will introduce a new shoe collection by Dominic Romano. By invitation only. Publicity: Helen Latham, PL. 9-2000.	BEST & CO.	21 CLUB 21 WEST 52ND STREET
Wednesday Jan. 30 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 31 10:30 A.M.	SUMMER FASHIONS BY HELENA FARBIERI Press preview of Summer cocktail and formal fashions by Helena Barbieri. By invitation. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Jan. 31 11:30 A.M.	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Preview of Spring bridal gowns and debutante fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday Jan. 31 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview of Lee Claire's Summer cocktail, dinner and evening fashions. By invitation. <u>Daily trade showings at 12:00 Noon (luncheon) from Tuesday, Feb. 5.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Jan. 31 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By reservation. <u>Daily trade showings at 2:00 P.M. from Mon., Feb. 4.</u> Publicity: Pauline Greene at Charles J. Charney Co., PL. 7-0955.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Jan. 31 3:00 P.M.	PRESS PREVIEW OF SUMMER DRESS COLLECTION Preview of Edward Abbott's Summer cocktail, dinner and evening fashions, designed by Wilson Folmar. By invitation. <u>Daily trade showings at 10:30 A.M., from Tues., Feb. 5.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Jan. 31 4:00 P.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION Preview of Philip Hulitar's Summer dress collection. By invitation. <u>Daily showings thereafter at 10:30 A.M. and 4:00 P.M.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday Feb. 1 12:00 Noon	ACCESSORY AND COSMETIC LUNCHEON "Fashion Changes Color. New point of View in Accessories and Cosmetics." Commentator: Beatrice Castle. Prices: \$6.50, members: \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 1 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Claire McCardell's Summer collection. By invitation. <u>Daily trade showings at 2:30 P.M., from Tues., Feb. 5.</u>	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR Contact: LO. 4-2155.
Monday Feb. 4 12:00 Noon Box Lunch	PRESS PREVIEW OF SUMMER COLLECTION "The Language of the Fan"--preview of the Adele Simpson Summer collection. By invitation. <u>Trade from Feb. 5 at 10:00 A.M., Tues., Wed., Thurs.</u> By reservation. Contact: LA. 4-7626. Publ: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Feb. 4 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's new Summer collection of dresses, beachwear and playclothes. By invitation only. <u>Daily trade showings from Wed., Feb. 6, at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Jamison Classics will present their Summer dresses and separates collection at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER COLLECTION Jerry Parnis will present her Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ: Helen Borger, 667 Madison, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>MONDAY, FEBRUARY 4</u>			
Rudolf Gowns.	10:30 A.M.	530 7th (12 FL),	WI. 7-6865
<u>TUESDAY, FEBRUARY 5</u>			
Ben Reig, Inc.	10:00 A.M.	498 7th (23 FL),	CH. 4-1542
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 FL),	WI. 7-4077
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 FL),	LA. 4-7540
Jobere, Inc.	11:45 A.M.	530 7th (30 FL),	PE. 6-1938
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 FL),	LO. 3-0988
Paul Parnes Corp.	2:30 P.M.	498 7th (10 FL),	CH. 4-4600
Harmay.	4:00 P.M.	498 7th (22 FL),	PE. 6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 FL),	LO. 4-3923
<u>WEDNESDAY, FEBRUARY 6</u>			
Jack Horwitz Assoc.	11:30 A.M.	498 7th (9 FL),	LO. 4-1860
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 FL),	PE. 6-0206
William Fox, Inc.	1:00 P.M.	530 7th (21 FL),	OX. 5-4070
Grabois	1:15 P.M.	498 7th (5 FL),	CH. 4-2767
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 FL),	CH. 4-1872
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 FL),	CH. 4-2655
<u>THURSDAY, FEBRUARY 7</u>			
Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 FL),	LO. 4-0462
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7th (21 FL),	LO. 5-4115
Branell	2:30 P.M.	530 7th (27 FL),	PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 FL),	LO. 4-1820
David Levine Co.	2:30 P.M.	530 7th (21 FL),	LA. 4-0237
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 FL),	CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th (7 FL),	LA. 4-2877

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 4 4:00 P.M. Cocktails	SPRING & SUMMER FASHIONS IN RAYON Presentation of the "fluid silhouette" in rayon crepe fashions. <u>Show at 4:30 P.M.</u> Press by invitation.	AMERICAN RAYON INSTITUTE Publ: Ruth Hammer Assoc., EL. 5-7872.	HOTEL PLAZA TERRACE ROOM

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 4</u>			
	Zoltan-Rosenberg Co. . . . .	2:30 P.M. . . . .	550 7th (22 FL), LA. 4-6691
<u>TUESDAY, FEBRUARY 5</u>			
	Kane-Weill . . . . .	10:30 P.M. . . . .	498 7th (22 FL), LO. 5-3041
	Sport-Craft, Inc. . . . .	2:30 P.M. . . . .	550 7th (12 FL), LA. 4-9724
<u>WEDNESDAY, FEBRUARY 6</u>			
	Davidow, Inc. . . . .	By appointment. . . . .	550 7th (21 FL), PE. 6-6909
	David M. Goodstein, Inc. . . . .	10:30 A.M. . . . .	550 7th (24 FL), LA. 4-2577

  

Beginning Monday Feb. 4	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings.	MAX LAWRENCE, INC. Contact: Marty Goldberg,	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR LO. 5-7540.
Beginning Monday Feb. 4	SHOWING OF FALL 1957 FABRICS Complete display of woolens, worsteds, blends, tweeds, synthetics and yarns. By appointment only.	MILLIKEN WOOLENS Contact: Julie C. Buddy,	1407 BROADWAY SHOWROOM - 21ST FLOOR LO. 3-5200.
Monday Feb. 4- Feb. 15	OPENING OF SUMMER COLLECTION Edith Small will present her Summer collection of dresses and costumes. By appointment only.	EDITH SMALL ORIGINALS (122 E. 16TH ST., L.A.) Publicity: Viola Shefer,	HOTEL GOTHAM By appointment only. PL. 3-3173.
Tuesday Feb. 5 11:00 A.M.	OPENING OF SUMMER COLLECTIONS Will Saunders for Arkay at 11:00; Rappi at 2:00; Anne Fogarty for Margot at 3:00. Publ: Arkay and Rappi--Elsa Brown; Margot--Nancy English,	ARKAY; RAPPI; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR LO. 5-2626.
Tuesday Feb. 5 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present their Summer collection of dresses and sportswear. Lunch (12:00), showing (12:30), Feb. 5, 6, 7 and Feb. 11 through 14. Contact: Audrey Waymouth,	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR OX. 5-3150.
Tuesday Feb. 5 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Alison's Summer dress collection, designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact:	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR WI. 7-0152.
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 5, 6, 7 at 1:00 P.M. By invitation. Contact:	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR OX. 5-4760.
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses designed by John Moore at 1:00 daily. Contact:	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR BR. 9-1195.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 1:30 P.M.	PREVIEW OF SUMMER COLLECTION McMullen will preview their Summer dresses and separates, By invitation only. Continuous thereafter. Publicity: Gladys Steiner, Lester Harrison Associates, PL. 1-2820.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday Feb. 5 2:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation only. <u>Daily trade showings from Feb. 6 at 11:30 A.M.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 5 2:30 P.M.	SUMMER COLLECTION BY MADELEINE FAUTH Showing of Madeleine Fauth's Summer dress collection at 2:30 P.M. daily. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Feb. 5 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation only. <u>Daily thereafter at 10:30 and 3:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez' Summer collection of dresses and costumes will be previewed by the press. By invitation only. <u>Trade showings at 12:00 Noon from Wed., Feb. 6 in their showroom.</u> Contact: LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Feb. 5 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Harmay's Summer dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ.: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 5 4:00 P.M. Tea or Cocktails	SPRING FASHIONS IN RAYON CREPE The American Rayon Institute will present Spring fashions in rayon by leading designers. Public by reservation; contact: "Beverly", TE. 8-8000. Institute Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	AMERICAN RAYON INSTITUTE	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 5 5:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Ceil Chapman's Summer collection will be previewed by the press. By invitation. Daily thereafter at 2:30 P.M. Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 5	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in organdies, nylons and organzas at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 6 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW OF NEW BLANKETS St. Mary's Woolen Mfg. Co. will present a new collection of 1957 colors and patterned blankets styled by Margaret Nelson. By invitation. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARY'S BLANKETS	200 MADISON AVENUE SHOWROOM - 2ND FLOOR

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Wednesday Feb. 6 12:00 Noon Box Lunch	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 6 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Oleg Cassini will preview his Summer collection. By invitation. Daily thereafter at 1:15 P.M. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection at 2:30 P.M. daily. Contact: Herman Seigenfeld, LA. 4-6968. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Feb. 6- Feb. 7 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Paul Parnes will preview his Summer collection Feb. 6, 7 at 2:30 P.M. Trade daily from Feb. 5 at 2:30 P.M. Publicity: Nona James, MU. 5-4834.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM
Thursday Feb. 7 8:30 A.M. Buffet Breakfast	SUMMER COTTON FASHIONS FROM MIAMI An all Miami-Florida Fashion Council show of Summer designs created in Herbert Meyer cottons. <u>Show at 9:00 A.M.</u> for press, store and buying office executives, by invitation. Contact: Betty Lanza, LO. 5-2866.	HERBERT MEYER, INC.	1400 BROADWAY SHOWROOM - 3RD FLOOR
Thursday Feb. 7 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Macy's will preview their Spring bridal fashions. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Tina Leser's Summer collection daily at 10:30 A.M. Contact: LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Feb. 7 10:30 A.M.; 11:30 A.M.	PREVIEW OF SUMMER COLLECTIONS Martini at 10:30 and Miss Martini at 11:30; daily at same hours. Contact: LO. 4-0616. Publicity: Helen Borger, TE. 8-0937.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Showings at 12:00 Noon, Feb. 7, 8, 12, 13, 14. Contact: BR. 9-5014.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Elfreda-Visioni will present their Summer dresses and ensembles at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection of all-occasion dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publ.: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

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Thursday Feb. 7 1:00 P.M. & 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Junior Sophisticates will present their Summer dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan will present Summer dresses and ensembles. Daily thereafter at 1:15 and 4:00 P.M. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Clare Potter's Summer dresses will be shown at 2:30 P.M., Feb. 7, 8 and Feb. 11 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Preview of Summer sportswear and beachwear by Greta Platty. By invitation. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of daytime and cocktail dresses, designed by Kasper, at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings Feb. 12, 14, 19 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Showing of daytime, afternoon and cocktail dresses. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 12 10:30 A.M.	PRESS PREVIEW OF COUTURE COLLECTION Preview of Jane Derby's Summer couture collection. Also, Feb. 13, 14, 15, 19, 21, 26, 28 at 10:30 A.M. By invitation. Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Christian Dior-New York will present the Summer collection at 2:30 P.M., Feb. 12, 13, 14, 15, 18 and 19. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF TWEEDS AND JERSEYS "Daily Double"--display of Herlinger tweeds coordinated with Lebanon jersey. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7872.	RIA HERLINGER FABRICS; LEBANON WOOLEN MILLS	MET OPERA HOUSE DIAMOND HORSESHOE
Beginning Tuesday Feb. 12	OPENING OF SUMMER COLLECTION Vera Maxwell's Summer collection will be shown by appointment. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR